

2u Affiliate Quick Start Guide

Congratulations and Welcome! You are now part of the large and growing 2u affiliate network. In this free book, you will learn

1. The basics of how the system works
2. The Marketing Tools
3. What you need to know
4. How to get started
5. Top Frequently Asked Questions

Remember this: You will find most, if not all, of your questions answered at www.2uaffiliates.com

You will find free help and advice on making a success of your 2u business.

1. The basics of how the system works.

What exactly does it mean to be an 'affiliate'?

Your job as an Affiliate is marketing. What is marketing? If you are not 100% sure, you should subscribe to the FREE Marketing Course in your login area at <https://users.2u.co.uk>. This is a 10 day course that takes you step by step through the basics of marketing, and specifically internet marketing.

In short, being an affiliate means that you get paid a commission for bringing paying customers to a merchant's website. That means makes sales through your 2u.co.uk website.

Your work is to bring in visitors and customers to your site. 2u's job is to maintain your site, make it work properly so you can take the sales orders, and to grow the product range over time.

So you focus on driving customers to (and through) your 2u.co.uk site. That is it.

Focus on how you will drive customers to your 2u.co.uk site

... Read on for "The Marketing Tools" ...

2. The Marketing Tools

a) Standard 2u Website

When you sign up at www.2uAffiliates.com/join for the free affiliate account, instantly and automatically you get a new website created for you, as a subdomain (prefix) of .2u.co.uk.

For example, if you chose the account name "bargains" then your website would be <http://bargains.2u.co.uk>

b) Optional Extras

For most products on your 2u.co.uk website, you get paid for any sale you make automatically after you have joined. However, certain products do not pay you automatically. Some are 'loss leaders' to attract people to your site. Others simply cost money to have the tracking infrastructure put into place.

NOTE: You do not *have* to pay for any extras with 2u. They will simply enhance and improve your chances of being successful.

Examples of Optional Extras are the Ringtones Reseller package, and Cheap Calls.

You will find all the details of the Optional Extras, and how to earn from them, in your login area at <https://users.2u.co.uk>

c) 2uAffiliates.com Website

You will find everything you need to know about 2u within www.2uaffiliates.com.

If you have any question, please check this site first – you will find all the answers there – whether your question is about how the 2u system works, how you get paid, or if you need help in marketing your 2u business. For all these things, go to www.2uaffiliates.com

d) Site Builders

You have a number of Site Builder tools available to you, such as [INSTANT AutoPilot](#), which builds you a massive database-driven website in minutes, then updates itself on autopilot. To learn more go to www.instantautopilot.com

You can find out more about the Site Builder tools in your [login area](#).

... Read on for "What you need to know" ...

3. What you need to know

You need to bring in customers in which ever way you can. This might be using online marketing, such as search engines or online advertising, or using offline marketing, such as newspaper adverts or leaflets. Be careful with offline marketing. Read the details at <http://www.2uaffiliates.com/training-centre/OfflineMarketing>

When you make a sale, the sales statistics are shown instantly in your secure affiliate login area at <https://users.2u.co.uk>. Some orders, such as phones and ringtones, show the instant the order is placed, then later get their status updated eg from "new" to "completed" or "cancelled".

Most importantly, how do you get paid?

For sales completed in month 1 you get paid in month 3, on or around the 25th of the month.

Commission is paid by bank transfer to UK bank accounts. Before we can pay you, you need to enter your UK bank details in your secure login area at <https://users.2u.co.uk>

Learn more about the commission payment system at http://www.2uaffiliates.com/training-centre/Commission_Payments

... Read on for "How to get started" ...

4. How to get started

This is important ...

Because of the way that modern search engines work, it is unlikely that you will be able to get your 2u.co.uk site indexed and ranking in the search engine results. This is because of a 'filter' that the search engines have called 'Duplicate content'. Your 2u site is only very slightly different from another 2u affiliate's 2u site. As such, the content on your site is a 'duplicate' of the other affiliates' site.

Your own separate website:

For this reason, **you need to build your own separate website** on your own separate web address (domain name). Instructions on how to do this at <http://www.2uaffiliates.com/training-centre/MarketingHelp/AffiliateMarketingHelp>

Almost ALL successful 2u affiliates have done this – they created their own separate website at a separate website address.

So you are 100% recommended to do this, and make that site your own. Make it unique and different. Add your own content and your own *self* to it. Follow the advice at <http://www.2uaffiliates.com/training-centre/MarketingHelp/AffiliateMarketingHelp>

This separate site then feeds visitors to your 2u.co.uk site. There are a few options on how you can do this – whether you pass the customer to your normal 2u site, or to an order form which is non-branded (ie without 2u branding and logos etc). There are more advanced options than this outlined in the 2u Affiliates site at the end of the tutorial at <http://www.2uaffiliates.com/training-centre/MarketingHelp/AffiliateMarketingHelp>

Build your own separate website

This is how to get started with 2u

... Read on for the "Top Frequently Asked Questions (FAQs)" ...

5. Top Frequently Asked Questions (FAQ's)

- **How do I get paid?**
Answered above
- **How do I see how much commission I have earned?**
Answered above
- **How do I start?**
Answered above
- **Can I get paid from introducing other people to 2u?**
Yes. You get them to sign up as an affiliate from YOUR 2u site. This then stores their details as your 'Sub-Affiliate'. When your subaffiliate makes a sale, you earn a percentage.
- **How much do I earn on sales?**
To view the commission structure details go to http://www.2uaffiliates.com/training-centre/Commission_Structure
- **Where do I go if I have questions?**
Go to www.2uaffiliates.com. This is your free resource centre. There are a number of different sections there, most notably the FAQ's, the Training Centre and the Forum. Whether your question is about how to promote your website or more technical about building your own database-driven website, go to <http://www.2uaffiliates.com> and look around.

We wish you the very best of success with 2u